United States
Department of
Agriculture

Forest Service

Cooperative Forest
Fire Prevention
Campaign

Smokey's 1985 Campaign Catalog

Consolidated Orders Due in Washington, D.C. by August 17, 1984

United States Department of Agriculture | Forest Service | WO

Reply to: 3110 Fire Prevention

Date: June 14, 1984

Subject: 1985 CFFP Campaign Catalog and Order Form

To: Regional Foresters; Station Directors; Area Director; State Foresters; Bureau Chiefs, Department of the Interior; and Executive Director, Canadian Forestry Association

CONSOLIDATED ORDERS DUE IN WASHINGTON, D.C., AUGUST 17

This copy of Smokey Bear's 1985 Campaign Catalog and Order Form is to be used in ordering 1985 Cooperative Forest Fire Prevention (CFFP) materials. These materials may be mailed directly to the National Forests, Regions, Area or States as you indicate on the order.

States should forward their orders to the appropriate Region or the Area office where orders will be combined and sent to Washington. Consolidated orders for Region 9 will include National Forests, and States in Region 9 will be consolidated by the Northeastern Area. All other Regions will consolidate orders for National Forests and States.

The freight addresses and number of standard packs ordered should be typed or printed legibly on Form AD-156. No orders will be shipped to P.O. boxes. It is important that total quantities be shown as number of standard packs. The item ordered, number of standard packs ordered, and the freight address are to be listed on a separate form for every item ordered. These forms are to be sent along with the consolidated order to Washington for our use in ordering materials.

If there is difficulty in obtaining items from vendors, you will be notified. Prices quoted are our best estimates of break-even costs and include prepaid delivery charges. Materials ordered will be obligated against FY 1985 funds and the Washington Office will request transfer of the full amount obligated early in FY 1985.

Please contact Patsy Cockrell, (703 or FTS) 235-8160, if you have questions relating to your 1985 order.

The National Association of State Foresters (NASF) will distribute their 1985 Catalog to State forestry offices. This NASF Catalog contains some of the same standard items found in the Smokey Bear Catalog. States may order direct from NASF but Federal regulations prohibit any purchasing from NASF by Federal agencies.

JOHN H. OHMAN
Deputy Chief
State and Private Forestry

Enclosures

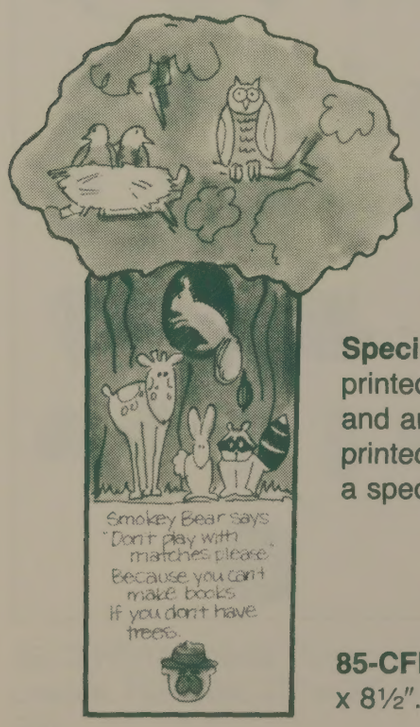
Limited Distribution

85-CFFP-1 Basic Poster, "Only YOU." A new paper poster for indoor use. 13″ x 18½″. $65/500.

85-CFFP-2 Basic Poster, "Only YOU." A new cardboard poster for outdoor use. 13″ x 18½″. $37/250.

85-CFFP-3 School Poster, paper, 7″ x 10″. $25/500.

85-CFFP-4 Sticker, "We Stick by Smokey's Rules." A pressure-sensitive, adhesive-backed sticker, 4″ x 6½″. $30/500.



Special Note: Some illustrations printed in catalog are only sketches and are not final artwork. They are printed to show what will appear on a specific item.

85-CFFP-5 Bookmark, paper, 2¾″ x 8½″. $5/500.

85-CFFP-6 Stamps, a block of four gummed and perforated stickers. $10/1,000.

85-CFFP-7 Teaching Aid, "Help Smokey's Friends Get Home." A 19″ x 24″ full-color handout to help children identify Smokey's friends' homes and to teach fire prevention. $34/100.

85-CFFP-8 Teaching Aid, "What's In A Tree?" A jigsaw puzzle printed in full color to be cut out and put together. $34/100.

85-CFFP-9 Teaching Aid. Iron-on art with message for T-shirts. $34/100.

85-CFFP-10 "How To Burn Up Your Trash." A favorite paper poster for indoor use. 13″ x 18½″. $46/200.

85-CFFP-11 "How To Burn Up Your Trash." A favorite cardboard poster for indoor use. 13″ x 18½″. $46/200.

85-CFFP-12 Special Poster—Leaves. Full color, 20″ x 30″. $32/200.

85-CFFP-13 Special Poster—Birds. Full color, 20″ x 30″. $32/200.

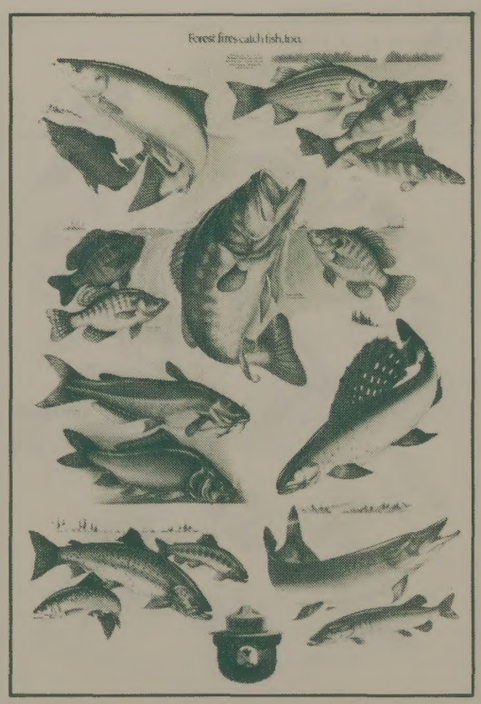
85-CFFP-14 Special Poster—Wood Products. Full color, 20″ x 30″. $32/200.

85-CFFP-15 Special Poster—Flowers. Full color, 20″ x 30″. $32/200.

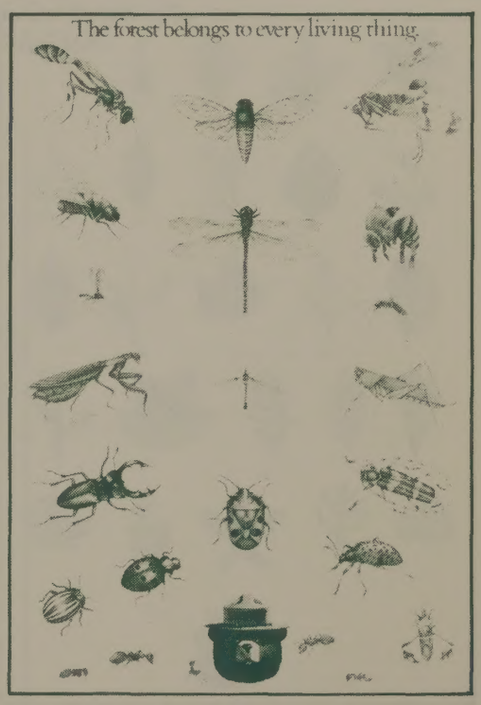
85-CFFP-16 Special Poster—Butterflies. Full color, 20″ x 30″. $32/200.

85-CFFP-17 Special Poster—Animals. Full color, 20″ x 30″. $32/200.

85-CFFP-18 Special Poster—State Trees. Full color, 20″ x 30″. $32/200.



85-CFFP-19 Special Poster—Fish. Full color, 20″ x 30″. $32/200.



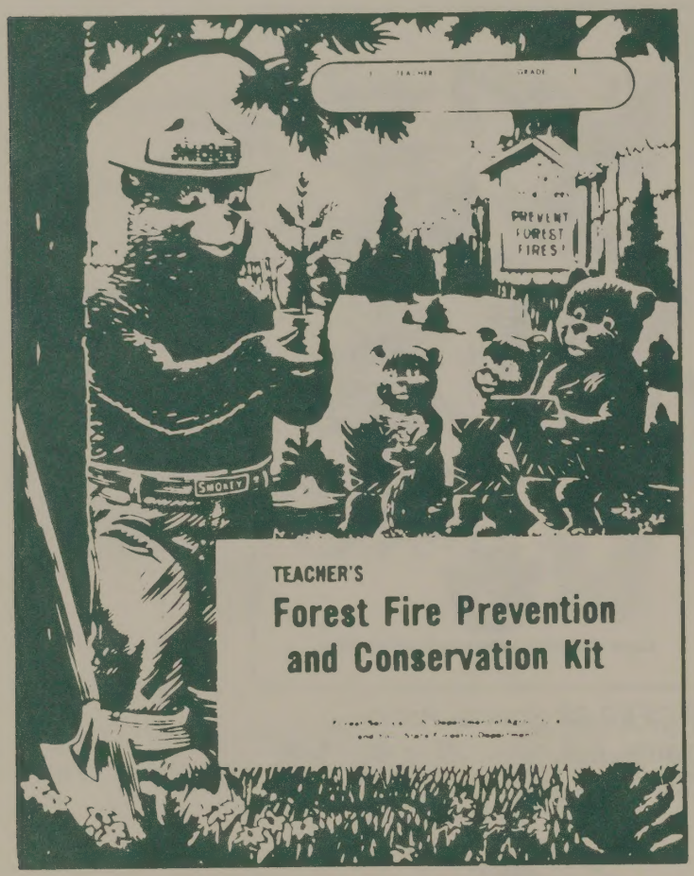
85-CFFP-20 Special Poster—Insects. Full color, 20″ x 30″. $32/200.

85-CFFP-21 Special Poster—Animal Footprints. Full color, 20″ x 30″. $32/200.

85-CFFP-22 Special Poster—Lizards. Full color, 20″ x 30″. $32/200.

85-CFFP-23 Special Poster—Food. Full color, 20″ x 30″. $32/200.

85-CFFP-24 Fold-out Pamphlet, "Suppose You Went Camping." An inexpensive handout that reminds everyone of forest fire prevention measures. $6/100.

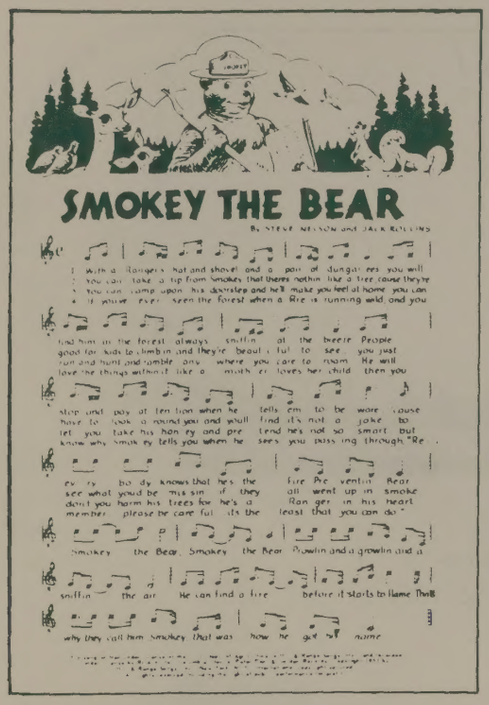


85-CFFP-25 Teacher's Kit. A folder that includes a teaching unit, playlet, and song book to bring Smokey's message to the classroom. (Unassembled.) $65/100.

85-CFFP-27 True Story Comic Book (English), "The True Story of Smokey Bear." A popular item for handouts and use in the classroom. $50/500.

85-CFFP-26 Junior Forest Ranger Handbook. A workbook that can be used in classrooms, scouting activities, and other programs relating to conservation, 5¼" x 8½". $11/100.

85-CFFP-28 True Story Comic Book (Spanish), "The True Story of Smokey Bear" in Spanish. $70/500.



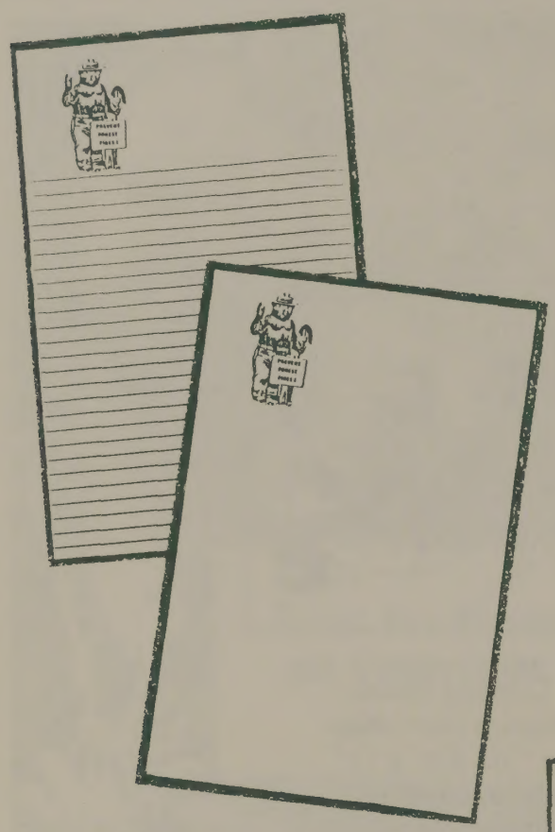
85-CFFP-29 Smokey Bear Song Sheet. The melody and verses are on front side of sheet and a conservation pledge on the back side. $20/1000.

85-CFFP-30 Coloring Sheet, "Smokey's Friends Don't Play With Matches." An 8½" x 11" color sheet with a forest fire prevention message on the back side. $10/500.

85-CFFP-31 "Make Campfires Safe." A folder of helpful tips with illustrations. $4/100.

85-CFFP-32 "Safe Debris Burning." A folder of helpful tips with illustrations. $4/100.

85-CFFP-33 "Fire Safety Outdoors." A folder of helpful tips with illustrations. $4/100.

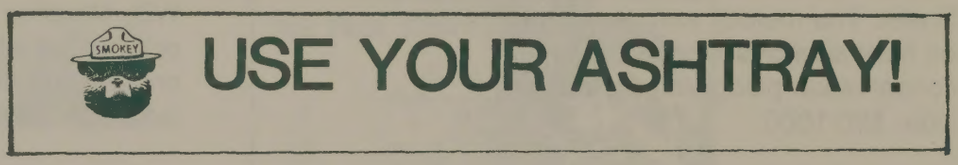


85-CFFP-34 Note pads (lined), 5″ x 8″ with 50 sheets per pad. $5/25.

85-CFFP-35 Note pads (unlined), 5″ x 8″ with 50 sheets per pad. $4/25.

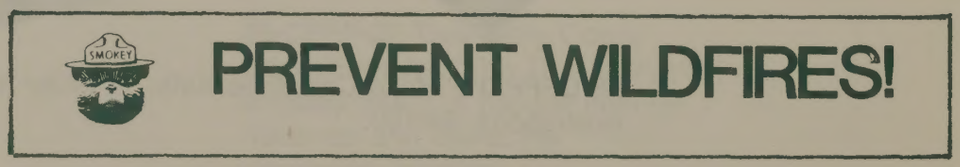
85-CFFP-37 Wallet Card. A hand-out item for field and public contacts. $5/500.

85-CFFP-36 Name tag. A pressure-sensitive adhesive-backed tag, 3½″ x 2⅜″. $5/100.



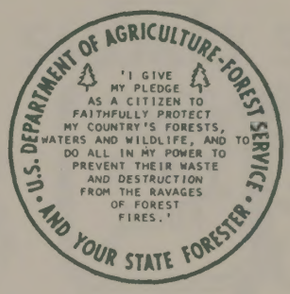
85-CFFP-38 Bumper Strip, "Use Your Ashtray!" A 2-color bumper strip. $30/100.

85-CFFP-39 Bumper Strip, "I Love Smokey Bear." Smokey Bear and a red heart for "love" on a bumper strip. $22/100.



85-CFFP-40 Bumper Strip, "Prevent Wildfires!" A 2-color bumper strip. $27/100.

85-CFFP-41 Button. A special button for use as handout. $30/500.

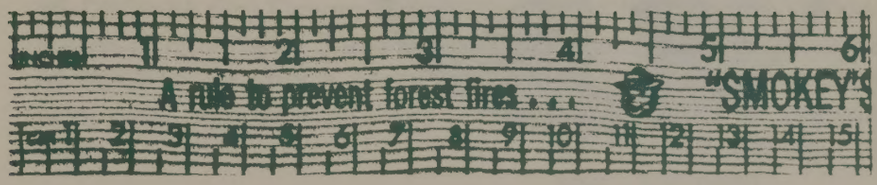


85-CFFP-42 Tokens. An inexpensive handout, slightly larger than a half dollar. $30/1000.

85-CFFP-43 Lapel Tab. A colorful foldover metal tab. $20/1000.

85-CFFP-44 Pen. A retractable pen with ink filler and imprinted fire prevention message. $12/100.

85-CFFP-45 Pencil. A round wood pencil with eraser and imprinted fire prevention message. $17/250.



85-CFFP-46 Ruler. A 12″ wooden ruler for use as a low cost handout item. $60/1000.

85-CFFP-47 Key Fob. An embroidered head of Smokey Bear on one side and "Prevent Forest Fires" on the other side. $40/50.

85-CFFP-48 Balloons. Colorful balloons featuring Smokey Bear and a prevent forest fires message. $20/500.

85-CFFP-49 Patch, "Prevent Forest Fires." A colorful new embroidered Smokey Bear patch, 2¾" x 4". $10/25.

85-CFFP-50 Decal, "Prevent Forest Fires." A colorful new vinyl decal with same illustration as 85-CFFP-49. $16/100.

85-CFFP-51 Litterbag. A plastic 9″ x 12″ litterbag with Smokey and a message printed on it. $38/1000.

85-CFFP-52 Fire Danger Desk Model Sign. A new Smokey Bear full-standing desk sign, 4″ x 6½″, with a dial to point to the fire danger rating. $10/5.

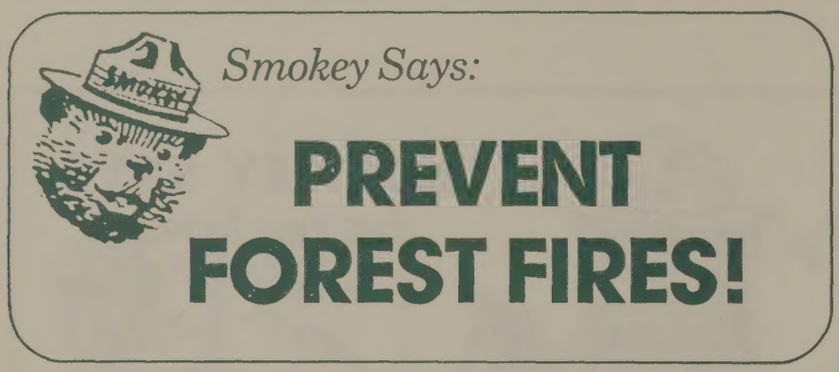
FIRE DANGER ADJECTIVES

(construction plans of fire danger sign furnished with each order of fire danger adjectives)

85-CFFP-53 Fire Danger Sign, shovel in left hand. A standard 5′8″ tall Smokey Bear fire danger sign. $23 each.

85-CFFP-54 Fire Danger Sign, shovel in right hand. Same sign as 85-CFFP-53. (For a 2-way sign, order both 53 & 54.) $23 each.

85-CFFP-55 Fire Danger Adjectives. Set of five 32″ x 12″ reflective, adhesive-backed fire danger signs for use with 53 and 54. (For a 2-way sign, order 2 sets.) $56 each.



85-CFFP-56 Reflective Outdoor Sign, "Prevent Forest Fires." A 44″ x 16″ reflective 2-color poster on aluminum. $19 each.

85-CFFP-57 Reflective Outdoor Sign, "Prevent Range Fires." A 44″ x 16″ reflective 2-color poster on aluminum. $19 each.

85-CFFP-58 Fiberglass Roadside Sign. 18″ x 24″ with holes for hanging. $9 each.

85-CFFP-59 Fiberglass Picnic Area Sign. 7″ x 9½″. $2 each.

SMOKEY BEAR HEADQUARTERS

WASHINGTON, D.C. 20252

Remember-
Only you can
PREVENT
FOREST FIRES!

Dear Friend:

For over forty years, friends like you have helped me prevent wildfires. And I know you will continue to help me. This 1985 Campaign Catalog describes the items prepared for my 1985 Campaign. As you look through the Catalog, consider the many opportunities you have to support wildfire prevention and order those items that will best meet your needs.

I want to thank all my friends for their warm wishes and birthday parties held in celebration of my 40th Birthday! You are wonderful! More people saw me and the fire prevention message than ever before. I look forward to continuing to work with you for many more years. Remember, Only YOU Can Prevent Forest Fires!

Your friend,

S M O K E Y

ORDER FORM
1985 COOPERATIVE FOREST FIRE PREVENTION CAMPAIGN

ORDERS DUE BY AUGUST 17, 1984

FROM: _____
(Name, Title, Agency, or Organization)

SHIP ORDER TO: **NO POST OFFICE BOXES, PLEASE!**

_____

_____

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_____

Item No.	Item Description	Number in standard pack	Price per standard pack	Number standard packs ordered	Total amount dollars
1	Basic Poster, paper 13" x 18 1/2"	500	$65		
2	Basic Poster, cardboard 13" x 18 1/2"	250	37		
3	School Poster, (school) paper 7" x 10"	500	25		
4	School Sticker, 4" x 6 1/2"	500	30		
5	Bookmark, 2 3/4" x 8 1/2"	500	5		
6	Stamps, block of 4	1,000	10		
7	Teaching Aid Booklet, "Help Smokey's Friends Get Home," 24" x 19"	100	34		
8	Teaching Aid, "What's In A Tree," 24" x 19"	100	34		
9	Teaching Aid, Iron-ons	100	34		
10	Debris Poster, paper 13" x 18 1/2"	200	46		
11	Debris Poster, cardboard 13" x 18 1/2"	200	46		
12	Special Poster - Leaves, 20" x 30"	200	32		
13	Special Poster - Birds, 20" x 30"	200	32		
14	Special Poster - Wood Products, 20" x 30"	200	32		
15	Special Poster - Flowers, 20" x 30"	200	32		
16	Special Poster - Butterflies, 20" x 30"	200	32		

Item No.	Item Description	Number in standard pack	Price per standard pack	Number standard packs ordered	Total amount dollars
17	Special Poster - Animals, 20" x 30"	200	32		
18	Special Poster - State Trees, 20" x 30"	200	32		
19	Special Poster - Fish, 20" x 30"	200	32		
20	Special Poster - Insects, 20" x 30"	200	32		
21	Special Poster - Animal Footprints, 20" x 20"	200	32		
22	Special Poster - Lizards, 20" x 30"	200	32		
23	Special Poster - Food, 20" x 30"	200	32		
24	Fold-out Pamphlet, "Suppose You Went Camping"	100	6		
25	Teacher's Kit (unassembled)	100	65		
26	Junior Forest Ranger Handbook, 5 1/4" x 8 1/2"	100	11		
27	True Story Comic Book (English)	500	50		
28	True Story Comic Book (Spanish)	500	70		
29	Smokey Bear Song Sheet	1,000	20		
30	Coloring Sheet, "Smokey's Friends Don't Play With Matches"	500	10		
31	Make Campfires Safe, folder	100	4		
32	Safe Debris Burning, folder	100	4		
33	Fire Safety Outdoors, folder	100	4		
34	Note Pad, (lined) 5" x 8"	25	5		
35	Note Pad, (unlined) 5" x 8"	25	4		
36	Name Tag, adhesive back, 3 1/2" x 2 3/8"	100	5		
37	Wallet Card	500	5		
38	Bumper Strip - Use Your Ashtray!	100	30		
39	Bumper Strip - I Love Smokey Bear	100	22		
40	Bumper Strip - Prevent Wildfires!	100	27		
41	Button	500	30		

Item No.	Item Description	Number in standard pack	Price per standard pack	Number standard packs ordered	Total amount dollars
42	Token	1,000	30		
43	Lapel Tab, foldover metal	1,000	20		
44	Pen	100	12		
45	Pencil	250	17		
46	Ruler, wooden 12"	1,000	60		
47	Key Fob	50	40		
48	Balloon	500	20		
49	Patch, embroidered	25	10		
50	Decal, vinyl	100	16		
51	Litterbag, plastic	1,000	38		
52	Fire Danger Desk Model, 12 1/2" x 21 1/2"	5	10		
53	Fire Danger Sign, shovel in left hand	1	23		
54	Fire Danger Sign, shovel in right hand	1	23		
55	Fire Danger Adjectives (1 set) reflective	1 set	56		
56	Reflective Outdoor Sign, "Prevent Forest Fires," 44" x 16"	1	19		
57	Reflective Outdoor Sign, "Prevent Range Fires," 44" x 16"	1	19		
58	Fiberglass Roadside Sign, with holes for hanging, 18" x 24"	1	9		
59	Fiberglass Picnic Area Sign, 7" x 9 1/2"	1	2		

CHARGE APPROPRIATION _____ TOTAL VALUE OF ORDER _____

SMOKEY